

**MULTIMODAL DISCOURSE ANALYSIS OF SAFFRON ROAD'S
OUR PATH IS ON A JOURNEY TO BETTER! ADVERTISEMENT**

A GRADUATING PAPER

Submitted in Partial Fulfillment of the Requirements for Gaining
The Bachelor's Degree in English Department



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Atas perhatiannya, kami mengucapkan terima kasih.

Wassalamu'alaikum Wr. Wb

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I certify that this graduate paper is definitely my own work. I am completely responsible for the content of this graduating paper. Other researcher's opinion or finding included in this research is quoted or cited in accordance with ethical standards.

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MOTTO

*“They say that the best blaze burns brightest,
when circumstances are at their worst”*

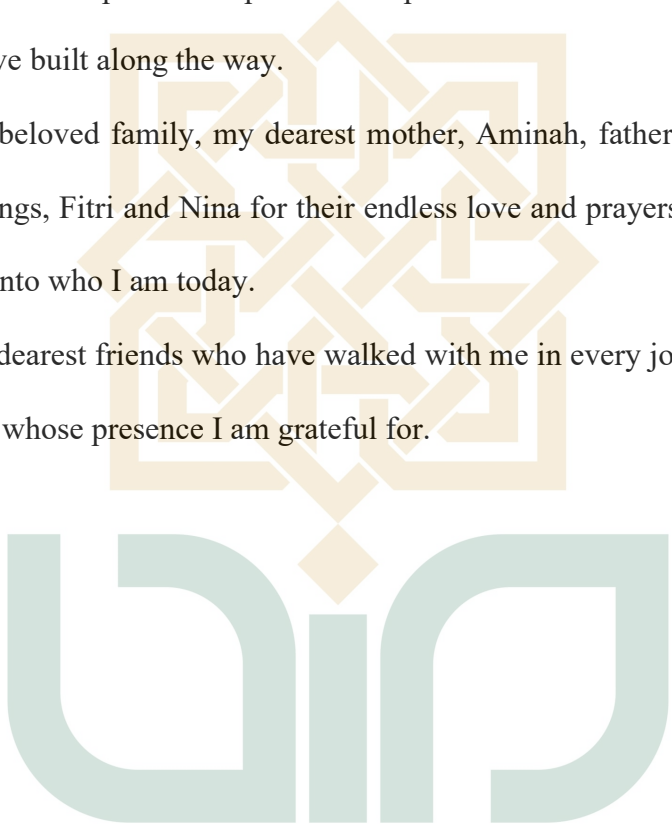
Shopie Hatter, *Howl’s Moving Castle* (2004)



DEDICATION

This thesis is wholeheartedly dedicated to:

1. Myself for every late night, every moment of doubt, and every battle fought to reach this point. I am proud of the person I have become and the resilience I have built along the way.
2. My beloved family, my dearest mother, Aminah, father, Sugeng, and my siblings, Fitri and Nina for their endless love and prayers that have shaped me into who I am today.
3. My dearest friends who have walked with me in every joy and sorrow, and also whose presence I am grateful for.



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Finally, I acknowledge that this thesis is far from perfect. I sincerely welcome readers' constructive feedback or suggestions to improve my work.

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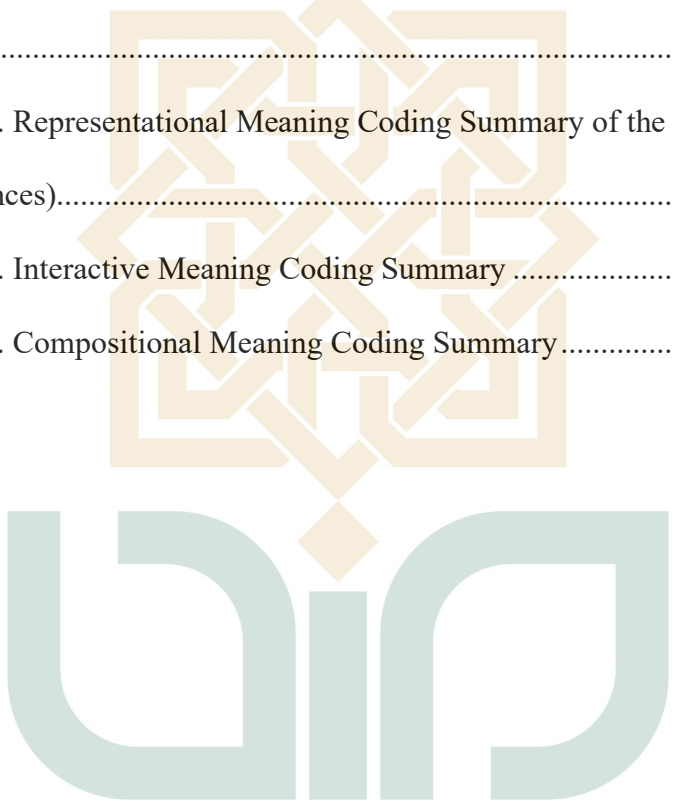
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LIST OF ABBREVIATIONS

FIG	: Figure
SYMB-CON	: Symbolic Suggestive (Conceptual)
SYMB-ATT	: Symbolic Attributive (Conceptual)
ANA-CON	: Analytical Process (Conceptual)
STR-ANA	: Structured Analytical
TRA-ACT	: Transactional Action (Narrative)
REA-TRAN	: Reactional Transaction (Narrative)
CON-OFF	: Offer Contact
CON-DEM	: Demand Contact
DIS-INT/SOC/IMP	: Social Distance (Intimate, Social, Impersonal)
ATT-EQ/VP/INV	: Attitude (Equality, Viewer Power, Involvement)
IV-POLIR	: Polarized Ideal-Real
IV-POLGN	: Polarized Given-New
IV-CENT	: Centred Composition
SAL-MAX/MIN	: Maximum/Minimum Salience
F-CONN	: Connected Framing

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A MULTIMODAL DISCOURSE ANALYSIS OF SAFFRON ROAD'S *OUR PATH IS ON A JOURNEY TO BETTER!* ADVERTISEMENT

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ABSTRACT

This research aims to analyze how Saffron Road's advertisement constructs brand identity through the interplay of verbal and visual modes, using a Multimodal Discourse Analysis (MDA) approach. The data is from a video advertisement titled *Our Path is on a Journey to Better!* uploaded on Saffron Road's official YouTube channel. The verbal mode is analyzed using Halliday's Systemic Functional Linguistics (SFL) theory, focusing on the ideational meaning. In contrast, the visual mode is examined through the visual grammar framework proposed by Kress and van Leeuwen. This study adopts a qualitative approach, employing observation and documentation techniques. The findings reveal that material and relational processes dominate the verbal mode, representing cultural values through actions and attributes. In the visual aspect, the advertisement utilizes offer contact, medium shots (social distance), and a narrative structure that emphasizes the delivery of cultural messages and product quality without direct engagement with the audience. The Ideal-Real structure positions cultural values as the main message (Ideal) and product quality as complementary information (Real). Key visual elements are enhanced through salience techniques such as color contrast and lighting. This study does not address Saffron Road's internal or operational strategies but focuses on the linguistic analysis of the advertisement. The analysis is limited to verbal and visual aspects relevant to constructing representational, interactive, and compositional meanings. These findings offer insights for advertisers and brand strategists, especially those targeting Muslim and multicultural audiences, on how multimodal strategies can be effectively utilized to communicate values and identity. This research also contributes to the development of studies in the fields of multimodal linguistics and visual communication.

Keywords: *Saffron Road, Advertisement, Multimodal Discourse Analysis, Systemic Functional Linguistics.*

ANALISIS WACANA MULTIMODAL PADA IKLAN SAFFRON ROAD BERJUDUL *OUR PATH IS ON A JOURNEY TO BETTER!*

Oleh: Sausan Shofi Salsabila
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ABSTRAK

Penelitian ini bertujuan untuk menganalisis bagaimana iklan Saffron Road membangun identitas merek melalui perpaduan antara mode verbal dan visual dengan pendekatan *Multimodal Discourse Analysis* (MDA). Data diambil dari video iklan berjudul *Our Path is on a Journey to Better!* yang diunggah di kanal YouTube resmi *Saffron Road*. Mode verbal dianalisis menggunakan teori *Systemic Functional Linguistics* (SFL) dari Halliday dengan fokus pada makna ideasional, sedangkan mode visual dianalisis menggunakan kerangka *visual grammar* dari Kress dan van Leeuwen. Penelitian ini menggunakan pendekatan kualitatif dengan teknik observasi dan dokumentasi. Hasil penelitian menunjukkan bahwa *material process* dan *relational process* mendominasi mode verbal, yang merepresentasikan nilai-nilai budaya melalui tindakan dan atribut. Pada aspek visual, iklan menampilkan penggunaan *offer contact*, *medium shot* (jarak sosial), serta struktur naratif yang menekankan penyampaian pesan budaya dan kualitas produk tanpa keterlibatan langsung dengan audiens. Struktur informasi *Ideal-Real* digunakan untuk memosisikan nilai budaya sebagai pesan utama (*Ideal*) dan kualitas produk sebagai informasi pelengkap (*Real*). Elemen visual utama diperkuat melalui teknik *salience* seperti kontras warna dan pencahayaan. Penelitian ini tidak membahas strategi internal atau operasional perusahaan Saffron Road, melainkan berfokus pada analisis linguistik terhadap iklan yang bersangkutan. Analisis dibatasi pada aspek verbal dan visual yang relevan dalam membentuk makna representasional, interaktif, dan komposisional. Temuan ini memberikan wawasan bagi kreator iklan dan *brand strategist*, khususnya yang menargetkan audiens Muslim dan multikultural, mengenai bagaimana strategi multimodal dapat dimanfaatkan untuk menyampaikan nilai dan identitas secara efektif. Penelitian ini juga berkontribusi pada pengembangan studi dalam bidang linguistik multimodal dan komunikasi visual.

Kata kunci: *Saffron Road*, *Iklan*, *Analisis Wacana Multimodal*, *Linguistik Fungsional Sistemik*.

CHAPTER I

INTRODUCTION

1.1 Background of Study

In this era of globalization, technological developments facilitate interactions between individuals and groups from various parts of the world. Digital transformation, including digital advertising, has also become part of the human life system. According to Sudiana (1986, p. 9), advertising functions as a form of communication that integrates product information and ideas to trigger a positive response from consumers. In addition to being a promotional tool, advertising aims to provide relevant information while convincing consumers of the product's advantages.

Advertisements that rely too much on traditional methods such as plain text or simple figures often become boring and ineffective, especially when consumers are bombarded by content daily. This shows a real need for advertisements to employ more effective strategies by combining different modes for more impact. By combining visual and verbal modes, advertisers can create ads that are more engaging and memorable, and connect better with their audience.

In advertising, representations through visual and verbal modes work together to create complex and meaningful messages. One method of analysis that can be used to understand the interaction between these modes is multimodal discourse analysis. The theory of multimodality proposed by Kress and van Leeuwen (2001) explains that multimodality is a term that refers to the way people

communicate using various modes simultaneously. This analysis becomes relevant because advertisements today combine visual modes to create effective and persuasive messages.

The theory of multimodality proposed by Kress and van Leeuwen (2001) and systemic functional linguistics by Halliday (1985) are relevant theoretical frameworks for analyzing advertisements. In this analysis, meaning is constructed through three types of metafunctions: representational, interactive, and compositional. Representational meaning refers to what is depicted in a visual representation and how people, objects, and events are represented in visuals, both realistically and symbolically. Interactive meaning focuses on the relationship between the figure and the audience. It involves aspects such as gaze, proximity, and angle, which affect how the audience responds to the visual.

Meanwhile, compositional meaning relates to how visual modes are organized in a representation to create balance, emphasis, and unity. Compositional meaning includes factors such as framing, placement, and layout, which determine the hierarchy of meaning in a visual that can direct the audience's attention and influence their interpretation of the message in the advertisements. This multimodal approach allows researchers to analyze in depth how different modes work together to holistically convey the purpose of an advertisement.

One brand that successfully uses its advertising to convey its purpose is Saffron Road. As stated by Saffron Road (n.d.) :

Saffron Road is a brand under the American company American Halal Co., Inc., founded in 2010. The company is known for offering a variety of halal-certified, non-GMO, and globally inspired frozen and packaged foods. Saffron Road has positioned itself as a bridge between cultures by promoting inclusivity and ethical food choices, particularly targeting health-conscious and culturally diverse consumers. The brand's mission centers around honoring tradition while innovating within the modern food industry. It is widely distributed across major retail chains in the United States and recognized for its commitment to authenticity, quality, and sustainability.

However, this study does not aim to analyze the internal strategies or commercial operations of Saffron Road as a company. Instead, it focuses solely on the analysis of one of its advertisements from a linguistic perspective, particularly



Figure 1.1 Our Path is on a Journey to Better! Saffron Road (2019)

through the lens of multimodal discourse analysis. The data used in this research are publicly available materials, and the analysis is limited to the textual and visual components within the selected advertisement. This approach ensures that the research stays within ethical boundaries while providing insights into how language and imagery work together to convey meaning and build brand identity. This makes Saffron Road an ideal subject for multimodal discourse analysis.

Like the example in Figure 1.1, in representational meaning, the figure above only has a conceptual process, and there is no explicit narrative process. Products such as “Chickpea Masala,” which is an Indian specialty, and other products are arranged in the kitchen as symbols of international food variety. This is more conceptual, where these ready-to-eat food products serve as icons or symbols of the diversity of global flavors that can be enjoyed easily at home. No action is represented, only the presentation of the products as a representation of the brand values of diversity, and deliciousness.

Saffron Road advertisements are interesting to study because they consistently position themselves as a brand that embraces cultural diversity. In this context, they not only promote halal food products but also emphasize cultural diversity to attract consumers' attention. As a global brand, Saffron Road must communicate this goal to diverse audiences effectively through multimodality. Therefore, understanding how these advertisements use visual and verbal modes to create brand identity becomes highly relevant in the context of advertising studies.

The urgency of this research lies in the increasing need for global brands to embrace and communicate cultural diversity in their marketing strategies. While there have been many studies on advertising and multimodality, research specifically examining halal advertisements and how they communicate cultural identity is limited. Moreover, with the increasing interest in halal products in the global market, an analysis of halal product advertisements, such as the one by Saffron Road, is important. Although there have been studies that discuss halal advertising in general, the gap that needs to be filled is the lack of studies that specifically examine the use of multimodality theory in halal advertising. In addition, this study also offers new insights into how Saffron Road builds its brand identity through complex communication strategies.

The research focuses on understanding the interaction between visual and verbal modes and examines how these modes of communication work together to create meaningful and persuasive messages. Specifically, it explores the ad's representational, interactive, and compositional meanings by applying Kress and van Leeuwen's (2001) multimodal theory and Halliday's (1985) systemic functional linguistic theory. Saffron Road not only promotes food products but also plays a role in defining how halal and cultural diversity are accepted in the global market. Given the increasing demand for halal products and global awareness of cultural inclusivity, it is important to understand how this kind of advertisement can influence consumers' views and create a brand figure that supports these values.

1.2 Research Questions

Based on the study's background, this research addresses the research questions:

- a. How do the representational, interactive, and compositional meanings in the visual mode convey Saffron Road's brand identity?
- b. How does the ideational metafunction in the verbal mode represent Saffron Road's brand identity?

1.3 Scope of Study

This research focuses on analyzing Saffron Road advertisements through the lens of multimodal discourse analysis, utilizing the theoretical frameworks of Kress and van Leeuwen's (2001) multimodality and Halliday's systemic functional linguistics (1985). The study aims to explore how visual and verbal modes in these advertisements work together to communicate complex messages about brand identity, with particular emphasis on representational, interactive, and compositional meanings.

The advertisements chosen for analysis highlight Saffron Road's commitment to promoting halal food and celebrating global flavors, making the brand a strong example of cultural inclusivity in the marketplace. The study investigates how Saffron Road's visual representations, such as product placements and symbolic figures, align with verbal modes like slogans or text to construct a figure of a culturally diverse and socially responsible brand. The research also considers how

layout, framing, and other compositional modes contribute to the overall message and audience engagement.

By narrowing the scope to Saffron Road's advertising, this study provides insights into how global brands can effectively communicate cultural identity and appeal to diverse consumer bases. The emphasis on halal and cultural diversity makes this research particularly relevant in the context of increasing global interest in multiculturalism and halal products. The findings contribute to the growing body of knowledge in advertising studies and multimodal discourse analysis while filling the gap in research on the use of multimodality in halal advertising.

1.4 Objective of Study

Based on the problem statements above, this research aims to discover the following objectives: to analyze how the visual grammar which includes representational, interactive, and compositional meanings conveys the brand's identity and how the verbal analysis draws on Halliday's (1985) ideational metafunction, which looks at how language is used to represent the brand's identity. Finally, the researcher analyzes how these two aspects work together in shaping the message that Saffron Road wants to convey.

1.5 Significances of Study

This research enriches the study of multimodality theory and systemic functional linguistics, especially in the context of advertising. By analyzing Saffron Road advertisements through a multimodal approach, this research provides insight

into how visual and verbal modes work to convey effective messages. The results of this research can assist marketers and advertising practitioners in developing more effective communication strategies, especially in the growing halal product market. This research shows the importance of using multimodal modes to attract consumers' attention and increase their engagement. The rapidly growing halal products industry requires appropriate communication strategies. This research offers a practical perspective on how halal brands can use a holistic communication approach to strengthen their message and compete in the global market.

Through this research, it is hoped that academics, marketing practitioners, and brand owners can better understand the importance of multimodal strategies in building stronger relationships with halal consumers and optimizing the impact of their advertisements.

1.6 Literature Review

The study of multimodal discourse analysis (MDA) has been growing steadily in the field of advertisement analysis, with many researchers focusing on how visual, verbal, and aural modes interact to construct meaning. Kou and Liang (2022) analyzed Nike advertisements through Kress and van Leeuwen's visual grammar, paying close attention to representational, interactive, and compositional meanings. They combined this with Halliday's metafunctions, such as transitivity and mood, to explore how women's empowerment is communicated visually and verbally. This dual approach of integrating visual and linguistic analysis highlights

the complexity of meaning-making in advertisements, setting a foundation for understanding how multimodal modes influence audience perception.

Ramlah, et al. (2021) analyzed the representation of Muslim women in Zoya Hijab video advertisements using Kress and van Leeuwen's (2006) visual grammar and Halliday's (1985) systemic functional linguistics. Their descriptive qualitative study revealed how Muslim women are portrayed in terms of physical appearance, occupation, behavior, and traits. Similarly, Ruswardiningsih and Djohan (2022) investigated Raisa's version of the AQUA advertisement to understand how it represents AQUA as the healthiest and cleanest drinking water. They combined functional systemic linguistic theory with multimodal analysis by Anstey and Bull (2018), and Kress and van Leeuwen (2006). Their qualitative study, focusing on audiovisual modes on YouTube, demonstrated the integration of linguistic, visual, audio, gestural, and spatial systems in the advertisement.

Feng (2023), in his analysis of 30 video advertisements, examined the role of multimodal intertextuality in achieving persuasive effects. His study focuses on how advertisements use character voices and social semiotic activities to create multiple identities, appealing to different audience demographics. The intertextual devices in these ads function not only to promote products but also to construct social realities and ideological perspectives. Feng's work demonstrates that persuasion in advertising extends beyond straightforward promotional language, utilizing narrative intertextuality to create engagement and emotional connection with the audience.

Similarly, Njoku and Mbagwu (2023) conducted a multimodal discourse analysis of online bank advertisements, revealing the role of verbal and visual resources like bold prints, figures of speech, and gestures. Their findings emphasize how these multimodal modes interact to create a persuasive effect on the audience. The systemic functional linguistic (SFL) orientation in their study draws heavily on Halliday's social semiotic perspective, further reinforcing the importance of both visual and linguistic modes in constructing meaning. Their work shows how advertisements integrate linguistic and visual features to maintain relevance even in challenging times, such as during the pandemic.

Hartono, et al. (2022) utilized a multimodal critical discourse analysis (MCDA) approach to examine the discourse strategies in Garnier's Green Beauty advertisement. The study found that the ad employed positive adjectives, pronouns, and repetitions to frame the audience as empowered actors contributing to socio-environmental change. This demonstrates the strategic use of linguistic and visual features to align the brand's identity with social causes. The deliberate construction of an empowered audience reflects how advertisements can use critical discourse strategies to influence consumer behavior.

In the analysis of Sukin skincare advertisements by Panggabean et al. (2022), Halliday's 'social semiotics' and Kress and van Leeuwen's 'multimodal model' were applied. The study focused on how visual modes, such as social distance and modality, function to communicate credibility and truthfulness. Far social distance was the most dominant mode, suggesting that the company aimed

to establish a trustworthy figure. This study highlights the role of visual modality and framing in creating a persuasive and credible brand identity.

In comparing this research with the previous research, there are notable similarities in the analytical frameworks employed. Like the studies of Kou and Liang (2022) and Njoku and Mbagwu (2023), this research applies Kress and van Leeuwen's (2006) framework for analyzing visual modes, focusing on representational, interactive, and compositional meanings. Additionally, the use of Halliday's (1985) systemic functional linguistics, particularly concerning ideational meaning, aligns with the approaches taken by Panggabean, et al. (2022) in their respective multimodal analyses. This study shares a particular focus on transitivity to explore deeper representations of meaning, as transitivity provides insights into how Saffron Road advertisements convey cultural diversity through narrative and conceptual processes. According to Thompson (2013, p. 54), transitivity encompasses the entire clause, reflecting how meaning flows from the subject to the predicate, a view that is also supported by Hancock's (2015) explanation of this grammatical structure concerning meaning-making. Like the works of Kou and Liang (2022) and Panggabean, et al. (2022), this study applies Kress and van Leeuwen's framework of representational, interactive, and compositional meanings. However, my study adds a focus on the brand's identity, an aspect that was less explored in the other works, particularly those like Feng (2023), which focused more on intertextuality and identity formation.

In contrast to the critical discourse approaches taken by Hartono, et al. (2022) and Njoku and Mbagwu (2023), this study does not primarily focus on power

relations or critical discourse strategies. Instead, it seeks to uncover how multimodal modes such as narrative processes and social distance work together to construct a culturally inclusive brand identity.

1.7 Theoretical Approach

The study of advertisements through multimodal discourse analysis offers insights into how different modes of communication work together to create meaning to convey their brand identity. This theoretical framework focuses on the integration of multimodal theory by Kress and van Leeuwen (2001) and systemic functional linguistic theory by Halliday (1985) to analyze the multimodal in Saffron Road advertisements.

1.7.1 Systemic Functional Linguistics

Halliday's Systemic Functional Linguistics (SFL) views language as a resource for making meaning, and this meaning is realized through three metafunctions: ideational, interpersonal, and textual (Martin, et al. 1997, p. 5). This study focuses on the ideational metafunction, which is concerned with how language represents experiences and the logical relationships between them.

The ideational metafunction itself consists of experiential and logical components. In the experiential metafunction, the primary unit of analysis is the clause, which serves as a structure for representing "who does what, to whom, when, where, and how" (Martin, et al. 1997, p. 100). In this research, the verbal data taken from the advertisement script are analyzed clause-by-clause to explore

how Saffron Road's brand identity and cultural positioning are represented through ideational structures such as material, relational, and mental processes.

1.7.2 Multimodal Discourse Analysis

In the context of multimodal discourse analysis, these metafunctions extend to other modes of communication, examining how visual, verbal, and aural modes work together to fulfill these functions. Within the social semiotic perspective of the SFL model, which is used to study inter-semiotic complementarity, meanings, whether conveyed solely through verbal means or through a combination of verbal and visual modes, are understood as the result of deliberate choices made by their creators. These choices aim to produce meanings that the audience can interpret and respond to in particular ways. Royce's (2013) framework of inter-semiotic complementarity is based on Systemic Functional Linguistics' view of language as social semiotics, as proposed by Halliday (1985). It builds on the foundational work of Kress and van Leeuwen (2001, 2006), O'Toole (1994), and the aspects of language in a social semiotic perspective developed by Halliday and Hasan (1985).

1. Representational Meaning

As proposed by Kress and van Leeuwen (2006, p. 45-113), the representational meaning consists of two processes, namely the narrative process and the conceptual process. The narrative process refers to a process of committing an act or a dynamic process, which shows how an event is pushed forward by the action and reaction of its participants, or the material, verbal, and mental processes of the participants. The conceptual process is a static process in which the relationship between event

participants is determined by their classifications, the analytical and the symbolic processes. This is closely linked to Halliday's (1985) ideational metafunction, which is concerned with how language (in this case, verbal language) represents experiences and events in the world. The narrative processes in visual grammar can mirror the material, mental, or relational processes in functional grammar, creating cohesion between the verbal and visual modes.

2. Interactive Meaning

Kress and van Leeuwen (2006, p. 115) explained that the concept of interactive meaning describes how a figure or visual interacts with its viewer. They define this as “the interaction between the figure maker and the viewer”. That is, when we look at a figure, we not only see the content of the figure but also engage in a relationship with the figure maker. This concept involves two types of participants: represented participants, which refer to the people, places, or events depicted in the figure. The second is interactive participants, the viewer and the figure maker, which is an interaction between the viewer who sees the figure and the person who made the figure.

This theory aligns with Halliday's (1985) interpersonal metafunction, which analyzes how language is used to establish and maintain social relationships. The verbal mode can enhance or contradict the interactive modes in the visual mode, such as how power dynamics are conveyed through text or figures. For example, formal or informal language in text can complement the power relations suggested by camera angles in visuals. This interactive meaning consists of three basic modes:

a. Contact

This refers to how the participant is represented in the figure “relates” to the viewer. For example, a portrait of a person looking directly at the camera creates direct contact with the viewer as if the person is talking or interacting directly with us. If a person in the picture is not looking at the camera, the contact is more indirect, and the impression created can be more passive or formal.

b. Social distance

The distance between the camera and the photographed object depicts social relationships.

c. Power relation

This refers to how the position of the camera can affect feelings of power or control. For example, if a photo is taken from a low angle of view where the subject appears taller than the camera, the subject appears more powerful. Conversely, if the picture is taken from a high vantage point, the subject may appear weaker or powerless.

3. Compositional Meaning

As stated by Kress and van Leeuwen (2006, p.175), it refers to how all the modes in the figure are organized to create an overall meaning. This meaning is determined by how the components in the figure are arranged so that the visual message to be conveyed is clear and complete. This theory connects with Halliday’s textual metafunction, which deals with how modes are structured in verbal communication to make the message coherent and understandable. The structure of

the figure (its layout, focus points, etc.) often works in tandem with the verbal structure (sentence order, emphasis, etc.), creating a unified multimodal message.

In this theory, compositional meaning consists of three important modes:

a. Information Value

Information value relates to the position where objects or modes are placed in the figure. Each area in a figure usually has its information value, which distinguishes the meaning of the modes placed there.

b. Salience

Salience refers to how strongly an element attracts the viewer's attention. This element can be made to stand out in various ways, such as size, striking color, lighting, or contrast.

c. Framing

Framing shows how modes in the figure are isolated or connected. Modes that are visually separated, for example by lines or space, are perceived as independent. While modes that are closer to each other or without visual boundaries are considered connected.

1.8 Method of Research

1.8.1 Type of Research

This study employs a qualitative descriptive method with a multimodal discourse analysis approach. Qualitative research focuses on the in-depth exploration of a concept or phenomenon, especially when variables and underlying

theories are not yet clearly defined. This research emphasizes understanding meaning through the process of collecting data in natural conditions, using triangulation, and inductive analysis that does not focus on generalizing results (Creswell & Cresswell, 2017; Abdussamad, 2021). In contrast, quantitative research addresses problems by examining the variables that influence outcomes, while mixed methods research integrates both quantitative and qualitative approaches to provide a more comprehensive understanding of a problem (Creswell & Cresswell, 2017 p. 204).

Given the nature of this research, which centers on the discourse analysis of video advertisements, a qualitative approach is more suitable. This is because the study aims to explore the meanings constructed through various modes of advertising. Considering the complexity of communication involved and the need for a deeper understanding of the cultural and social contexts at play, qualitative methods allow for richer and more interpretive analysis. This aligns with the notion that qualitative research is particularly fitting for addressing questions when the underlying variables and theoretical frameworks are not fully established.

1.8.2 Data Sources

According to the University of Edinburgh (2016), research data includes factual material that is recorded and widely recognized within the scientific community as essential for validating research findings, regardless of its format. Furthermore, Sugiyono (2010, p. 41) explains that the object of research refers to a scientific target used to obtain data that has specific purposes and functions,

ensuring objectivity, validity, and reliability regarding particular variables. In this study, the data source is a single case: a video advertisement titled “*Our Path is on a Journey to Better!*”, published on the official YouTube channel of Saffron Road. This official release ensures the credibility, and relevance of the content.

The data consists of two primary semiotic modes: verbal and visual. The verbal data includes the spoken narrative in the advertisement, which is transcribed and then segmented into clauses for ideational analysis using Halliday’s Systemic Functional Linguistics (SFL). The visual data are extracted by capturing frames at one-second intervals throughout the video, producing a series of still images that represent key moments. From these frames, selected visuals are chosen based on their representational strength and relevance to the research objectives.

1.8.3 Data Collection Technique

In qualitative research, data collection is not guided by theory but rather by the facts uncovered during fieldwork (University of Edinburgh, 2016). This study selected a specific video advertisement based on its popularity (measured by the number of views) and its relevance in illustrating cultural diversity within the brand’s identity. The video selected for analysis is “Our Path is on a Journey to Better!” which has 19,000 views as of August 27, 2024, and a duration of 1 minute and 32 seconds. The data collection methods used in this qualitative research include techniques that focus on multimodal analysis, specifically the examination of visual and verbal modes within the advertisement.

In this study, the researcher conducted a multimodal analysis by downloading selected videos from Saffron Road's official YouTube channel which has the highest number of views among other videos. This analysis involved documenting the visual components and transcribing the audio-verbal components in the advertising video. Additionally, the video highlights the halal status of Saffron Road's products, which is central to the brand's identity, as these products have been certified by IFANCA, a globally recognized halal certification body.

Given the limited space in this study, the selection of figures analyzed was done selectively based on their level of significance in constructing the main meaning to be studied. Not all figures in advertisements have the same weight in conveying visual and verbal messages, so only figures that have the most representative role in constructing representational, interactive, and compositional meanings are analyzed in depth. This approach allows the research to stay focused on aspects that are most relevant to the purpose of the analysis while avoiding repetition that does not add value conceptually. Thus, although not all visuals in the ads were analyzed, this research still provides comprehensive insights into the multimodal strategies used in shaping brand identity and conveying messages to audiences.

Like other analytical methods in qualitative research, document analysis entails examining and interpreting data to derive meaning, gain understanding, and develop empirical knowledge (Corbin and Strauss, 2008; Rapley, 2007). Bowen (2009) also says that documents contain text (words) and figures that have been recorded without the intervention of the researcher, such as advertisements,

agendas, attendance lists, meeting minutes, etc. In addition, observation in multimodal analysis is also important to capture the interaction between modes in advertisements, thus enriching the comprehensive analysis of visual and verbal modes.

Observation is the systematic description of the events, behaviors, and artifacts of a social setting (Marshall and Rossman, 1999, p. 79). Observation focuses on systematically identifying the interaction between verbal and visual modes and examining their role in constructing meaning. Additionally, the researcher explores the context within both modes by observing Saffron Road's brand platforms such as their website, YouTube channel, and Instagram. This extended observation helps provide a deeper understanding of cultural elements. These additional sources serve to enrich the multimodal analysis by providing a broader context without adding new data.

By employing these qualitative data collection techniques, the study aims to provide a comprehensive understanding of the multimodal modes present in the advertisement, capturing the various modes of communication for in-depth analysis. This approach aligns with Kress and van Leeuwen's (2001, p. 25) multimodal discourse theory, which emphasizes the significance of analyzing multiple modes of communication in understanding meaning-making processes.

1.8.4 Data Analysis Technique

To analyze the data, this study used a multimodal discourse analysis approach, considering not only spoken and written language but also visual and

audio modes. The data analysis process involved several steps. The researcher transcribed and collected data, i.e., verbal and visual data were transcribed and documented for analysis. This analysis begins by examining the representational meaning, including narrative and conceptual processes. Next, the researcher explores the interactive meaning, focusing on three key modes, contact, social distance, and power relations. Finally, the compositional meaning is analyzed, focusing on information value, salience, and framing within the advertisement.

Through this structured process, the study explores how different semiotic modes interact to deliver a coherent and persuasive message. The analysis was guided by Kress and van Leeuwen's (2001, p. 25) multimodal discourse theory, which emphasizes how communication is constructed through the simultaneous use of multiple modes. Furthermore, this research applied Halliday and Matthiessen's (2004) Systemic Functional Linguistics (SFL) to analyze ideational meaning, particularly through the transitivity system, which identifies participants, processes, and circumstances (Eggins, 2004, p. 206).

The analysis was conducted inductively, allowing patterns and themes to emerge from the data without imposing rigid theoretical expectations (Abdussamad, 2021, p. 81).

1.9 Paper Organization

The writing of this thesis is organized systematically to make it easier for readers to understand the flow of the research conducted. The first part is the introduction that explains the background of the problem, problem formulation, research objectives, and research significance. In this section, it discusses in depth

the reasons for choosing Saffron Road advertisements as the object of research, as well as how multimodality studies and systemic functional linguistics are relevant in that context.

Next, the literature review provides the theoretical foundation that supports this research. This section outlines key concepts such as Kress and van Leeuwen's multimodal theory and Halliday's systemic functional linguistic theory, which form the basis for analyzing advertisements. In addition, relevant previous studies are included to strengthen the argument and position of this research in academic studies.

The research method then explains the approach used to analyze the Saffron Road advertisement, including data collection techniques and analysis procedures based on the theoretical framework previously described. This section shows the logical steps taken in the research process so that the results obtained can be scientifically accounted for. The results and discussion section outlines the research findings based on the multimodal analysis of Saffron Road advertisements. Here, representational, interactive, and compositional meanings are explained to show how visual and verbal modes coordinate to form an effective message. The findings are then compared with theory and previous research to provide a more comprehensive perspective.

Finally, the research ends with a conclusion that summarizes the main findings of the research as well as its practical and academic implications. In this section, suggestions for further research are also provided, as well as

recommendations for marketing practitioners who want to utilize multimodal communication strategies in advertising halal products.



CHAPTER IV

CONCLUSIONS AND SUGGESTIONS

4.1 Conclusions

This study examined how Saffron Road advertisements construct the brand's identity through multimodal discourse, focusing on visual and verbal elements. The findings indicate that the advertisements employ a combination of interactive, representational, and compositional meanings to create a cohesive brand image. Visually, the advertisements predominantly use offer contact (CON-OFF), social distance (DIS-SOC), and narrative processes (TRA-ACT) to present everyday scenes that feel relatable and genuine. The use of polarized compositions (Ideal-Real) and high salience draws the viewer's attention to key messages, such as family warmth, responsible sourcing, and product authenticity. These visual choices help position the brand as trustworthy, inclusive, and grounded in real-life values.

From a verbal perspective, the analysis based on Halliday's ideational metafunction reveals that material and relational processes are the most frequently used, highlighting both the brand's active role in shaping the way it defines itself through its values. Circumstances such as means, location, and purpose further support the representation of food as a medium for cultural exchange. The interaction between visual and verbal elements reinforces the brand's position as a brand that represents food choices with global cuisine.

These findings contribute to a deeper understanding of how brands utilize multimodal discourse in commercial contexts and highlight the role of language

and imagery in shaping consumer perception. Future research could explore how audiences interpret these advertisements and whether the intended cultural messages are successfully received.

4.2 Suggestions

This study offers insights into how multimodal strategies contribute to the construction of brand identity in advertising, particularly in the context of promoting cultural diversity. Based on the findings, it is suggested that advertisers, especially those targeting multicultural or global markets, consider the deliberate integration of visual and verbal elements in shaping their brand message. The use of structured visual grammar, supported by verbal narratives that reflect cultural values, may help reinforce the brand's intended identity and increase audience engagement.

Future research could further investigate how audiences interpret and respond to such multimodal advertisements. Including reception analysis through surveys, interviews, or focus groups would provide valuable perspectives on the actual effectiveness of the communicative strategies. Additionally, comparative studies across brands or industries that utilize similar multimodal approaches could offer broader insights into how cultural representation functions in commercial contexts. Such research would enrich the understanding of multimodality in advertising and contribute to more inclusive and context-sensitive communication practices.

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